



Module 8 – Writing, Speaking & Pronunciation

Title: "Crafting & Delivering Effective English – Writing, Speaking & Pronunciation"

Essay – Structure Summary

1. Introduction

Paraphrase the topic

State your opinion/thesis

Briefly outline your main points

2. Body Paragraph 1

Topic sentence

Supporting arguments or examples

Linking phrases

3. Body Paragraph 2

New point with development

Example or evidence

Contrast or comparison (if relevant)

4. (Optional) Body Paragraph 3

Extra argument or counterpoint

5. Conclusion

Summarise key points

Restate opinion

No new information

Review – Structure Summary

1. Title

Short, catchy, and related to your opinion

2. Introduction

Name and type of what you're reviewing

Basic info (author, director, genre, etc.)

Overall impression

3. Main Body

Description (brief, no spoilers)

Evaluation (acting, writing, effects, etc.)

Positives and/or negatives

4. Conclusion

Final opinion

Recommendation (who would enjoy it, star rating, etc.)

Formal Email – Structure Summary

1. Greeting

Dear Sir/Madam

Dear Mr/Ms + surname

2. Opening Line

State purpose clearly (e.g. I am writing to...)

3. Main Body

Each point in a separate paragraph

Polite, formal language

Use linking expressions

4. Closing Line

Express expectation (e.g. I look forward to hearing from you)

5. Sign-off

Yours faithfully / Yours sincerely

Full name

Informal Email – Structure Summary

1. Greeting

Hi [Name] / Hello [Name]

2. Opening Line

Friendly opener (e.g. How are you? / Long time no see!)

3. Main Body

Clear but relaxed structure

Personal tone, contractions, questions

4. Closing Line

End on a friendly note (e.g. Write back soon! / Can't wait to hear from you!)

5. Sign-off

Take care / Best / Love,

Your name

Writing effectively in English requires both structure and clarity. Let's look a bit closer at each of these aspects.

Text Types:

Different types of texts require different tones and structures.

- **Formal emails** use polite language and are structured carefully:
Dear Mr. Jenkins,
I am writing to request further details regarding the upcoming workshop.
Kind regards,
Anna Roberts
- **Informal emails** are more relaxed:
Hey Anna,
Just checking in about Saturday. Are we still meeting at 10?
See you soon!



- **Reviews** include opinion and justification:
The movie had impressive visuals but lacked a solid storyline. I wouldn't recommend it to fans of fast-paced action.
- **Essays** present arguments with logic and evidence:
This essay will explore the environmental benefits of urban gardening and discuss its impact on community wellbeing.

Structure & Cohesion:

Strong paragraphs follow the “T.E.E.” rule:

- **Topic sentence** – introduces the idea
- **Explanation** – expands on the topic
- **Example** – supports the point

Example:

Online learning has experienced significant growth in recent years. This is due to advances in technology and greater access to the internet. For instance, platforms like Coursera and edX offer university-level courses for free.

Logical Connectors help guide the reader:

- **Addition:** *Moreover, In addition to this...*
- **Contrast:** *On the other hand, Nevertheless...*
- **Result:** *As a result, Consequently...*

Signposting gives the reader orientation:

- *Firstly, let us examine...*
- *Moving on to the next point...*
- *To conclude...*

Clear writing helps the reader follow your logic and understand your message, especially in academic or professional settings.

[Section B – Pronunciation Focus – Word Stress]

Let's reinforce the idea of noun-verb stress shifts with more pairs:

Verb (stress on 2nd syllable)

Noun (stress on 1st syllable)



to convert /kən'vɜ:t/

a convert /'kɒnvɜ:t/

to insult /ɪn'sʌlt/

an insult /'ɪnsʌlt/

to object /əb'dʒekt/

an object /'ɒbdʒɪkt/

to present /prɪ'zent/

a present /'prezənt/

to address /ə'dres/

an address /'ædres/

Tip: This pattern isn't universal but is very common, especially in formal or professional speech. Misplacing stress can confuse the listener—for example, saying *"I'd like to give you a present"* vs *"I'd like to present something important."*

Try listening to native speakers or using pronunciation tools online to hear the contrast.

[Section D – Pronunciation & Intonation]

Let's explore how **sentence stress** and **intonation** affect meaning.

Sentence Stress in Context:

Take the sentence *"She didn't say he stole the money."* Depending on which word is stressed, the meaning shifts:

- **She** didn't say it – someone else said it.
- She **didn't** say it – she never said it.
- She didn't **say** it – maybe she implied it.
- She didn't say **he** stole it – maybe someone else did.
- She didn't say he **stole** it – maybe he borrowed it.
- She didn't say he stole **the** money – maybe a different amount.
- She didn't say he stole the **money** – maybe he stole something else.

This shows how **sentence stress can completely alter interpretation**, so be careful when emphasizing words in key phrases.



Word stress helps with pronunciation; sentence stress helps with communication.

Rising and Falling Intonation:

- **Falling intonation** is used in statements and WH-questions:
"Where did you go?" (asking neutrally)
"I visited Berlin."
- **Rising intonation** is used in yes/no questions and clarifications:
"Did you go to Berlin?"
"You mean this Friday?"

You can also use rising intonation to show **surprise or uncertainty**:

"You passed the exam?" (Really? I didn't expect that.)

Pausing & Chunking:

Break your sentences into logical chunks.

- *"Before we begin, // I'd like to introduce today's speaker."*
- *"We'll discuss the results // and then take questions."*

Strategic pauses help your listeners follow along, especially when discussing complex topics.

Communication Tips for Speaking Success

When speaking, especially in professional settings, these elements help make your message **clear, confident, and credible**:

1. Clarity and Pacing:

Speak at a natural pace—too fast and people may miss your point; too slow and you may lose their attention.

Practice by **recording yourself** and listening for clarity, rhythm, and stress.

2. Emphasis and Repetition:

Repetition helps reinforce your message. For example:



*“Let me repeat that: we need **three** key changes—efficiency, transparency, and collaboration.”*

3. Using Visual Stress in Presentations:

Use your voice to guide your audience.

*“What we need now is **commitment**. Not just ideas—but **action**.”*

4. Adapting to the Listener:

Notice if your audience looks confused or disengaged. Slow down, rephrase, or ask:

“Does that make sense?”

“Shall I go over that again?”

[Final Recap & Farewell]

Over these modules, we’ve explored how to:

- Master tenses and conditionals
- Use passive forms and reported speech
- Handle modal verbs with precision
- Organize ideas using discourse markers
- Emphasize meaning with cleft sentences and inversion
- Communicate ideas clearly in writing and speech
- Control pronunciation, stress, and intonation

To keep improving:

- Practice speaking aloud with stress and intonation
- Write often—emails, summaries, reviews
- Record yourself and review pronunciation
- Watch and mimic native speakers in business or educational contexts

And most importantly, **enjoy using the English language**. With regular practice, the skills you’ve built will become second nature.

Reading Text 8, International Conference Call – with a focus on pronunciation, stress, and intonation.

Story Summary

This professional story follows Sarah, a marketing director, as she leads a crucial international conference call with colleagues from six different countries. The narrative demonstrates the challenges and skills required for effective cross-cultural business communication in today's globalized workplace. Through Sarah's interactions with team



members from Germany, Spain, and Australia, the story illustrates the importance of clear pronunciation, appropriate word stress, and effective intonation for successful international communication.

The conference call covers quarterly business results, budget discussions, marketing strategies, and regulatory considerations, providing authentic contexts for professional English usage.

Sarah's leadership style shows how effective speakers adapt their communication to their audience, adjusting pace, repetition, and clarity based on their listeners' needs. The story demonstrates how pronunciation affects meaning and comprehension, particularly when discussing technical terms, financial figures, and complex business concepts.

The international business setting presents realistic scenarios where precise communication is essential for success, demonstrating how proper stress patterns, intonation, and clear articulation contribute to professional credibility and effective collaboration across cultural and linguistic boundaries.

"The International Conference Call"

Sarah adjusts her headset and checks her presentation one final time. As the marketing director for a multinational company, she's about to lead a crucial conference call with colleagues from six different countries. The **REcord** /'rekɔ:d/ of their last quarter's performance needs to be discussed, and she wants to **reCORD** /rɪ'kɔ:d/ this meeting for team members who cannot attend.

"Good morning, everyone, and thank you for joining today's call," Sarah begins, making sure to **stress** the essential words clearly. "I **WANT** to **FOCUS** on our **QUARTERLY** results and **DISCUSS** our **STRATEGY** for the **NEXT** quarter."

Her colleague from Germany, Klaus, has questions about the budget. "Sarah, can you ***exPLAIN** the **INcrease** /'ɪnkri:s/ in our advertising costs? The numbers show a significant **inCREASE** /ɪn'kri:s/ compared to last year."

Sarah responds carefully, aware that clear pronunciation is crucial for effective international communication. "**CERtainly**, Klaus. **FIRst**, let me **exPLAIN** the **CONtext**. We **decided** to **inVEST** more in **DIGital** platforms **beCause** our **TARget** audience is **SPENding** more time **ONline**."

Maria from Spain joins the conversation. "**That's** a good **POINT**, Sarah. **HOWever**, I'm **WONdering** about the **ROI** on **SOcial** media. **Are** we **SEEing** the **REturns** we **exPECTed**?"

The discussion becomes more animated as team members share their perspectives. Sarah notices that some colleagues are struggling with the technical terms and adjusts her speaking pace accordingly.

"Let me **SLOW** down and **rePEAT** the **KEY** points," Sarah says, conscious of her international audience. "**FIRst**, our **ONline** engagement has **inCREASED** by **FORTY**



percent. **SECond**, our **CONVersion** rate from **SOcial** media has **imPROVED** by **TWENTy-five** percent."

James from Australia asks about the **PROject** timeline. "Sarah, when do you **preDICT** we'll see the **FULL** impact of these **CHANges**? And do we need a **PERmit** /'pɜːmɪt/ for the new **adverTISing** campaign, or will the **reguLAtions** **perMIT** /pə'mɪt/ us to **proCEED** without **ADditional** approval?"

Sarah appreciates the complex question and takes time to **formulate** her response. "**EXcellent** question, James. **Based** on our **CURrent** data, I **preEDICT** we'll see **SIGNificant** results within **SIX** months. **reGARDing** the **PERmits**, our **LEgal** team **conFIRmed** that we **DON'T** need **SPEcial** authorization for **DOMestic** campaigns."

The conversation flows naturally as team members **build** on each other's ideas. Sarah notices how the rhythm of the discussion changes depending on who's speaking, and she adapts her **intonation** accordingly.

"**Before** we **WRAP** up," Sarah announces, "I'd like to **preSENT** /pri'zent/ our **NEXT** quarter's **proPOsal**. This **PRESent** /'preznt/ situation **reQUIRES** us to be **FLEXible** and **innoVAtive**."

As the call concludes, Sarah reflects on the importance of clear communication in international business. **Proper word stress, appropriate intonation, and careful pronunciation** are **essential tools** for **effective global collaboration**.

"**Thank** you **ALL** for your **CONtributions** today," Sarah concludes. "The **REcording** will be **available** by **toMORrow MORning**. Have a **WONderful DAY**, everyone."

The call ends successfully, and Sarah feels satisfied with how she managed the **complex discussion** while **maintaining clear communication across multiple time zones** and **cultural contexts**.